



PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.3000

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
 )  
John B. FERBER ) Group Art Unit: 3629  
 )  
Application No.: 09/753,685 ) Examiner: BORISSOV, Igor N.  
 )  
Filed: January 4, 2001 ) Confirmation No.: 1659  
 )  
For: SYSTEM AND METHOD FOR )  
TRANSMISSION OF )  
ADVERTISING TO WIRELESS )  
DEVICES )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

In reply to the Office Action mailed July 26, 2005, the period for response having been extended through November 28, 2005 (November 26 being a Saturday), by a Petition for Extension of Time of one month and fee payment filed concurrently herewith, please reconsider the above-identified application in light of the following remarks.

**Remarks** follow on the next page of this paper.